ORDER

Orders

Order / Rev:

104467

Alt Order #:

06832884

Product Desc:

DSCC IE

Estimate:

1407

Flight Dates:

10/30/12 - 11/06/12

Original Date / Rev:

07/19/12 / 11/01/12 **GENERAL**

Order Type:

Primary AE:

Sales Office:

Sales Region:



KSNV

Amy McCreary

BLPHI

National

Agency

Name:

Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Ave, NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

Cash

15%

Advertiser

Name:

Priority:

Democratic Senatorial Campaign Cor_

Demographic:

A35+

Product Codes:

PLI2,PLI1

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PISSUE, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

10/29/12

Start Date

End Date # Spots Gross Amount Net Amount 11/06/12 138 \$109,950.00 \$93,457.50 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	138	\$109,950.00	\$93,457.50	0.00
Totals	138	\$109,950.00	\$93,457.50	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	33%	\$109,950.00
Market	100%	\$333,181.82

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$96,622,73
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$59,972.73
KTUD	1%	\$3,331.82
KVVU	17%	\$56,640.91
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,663.64

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/30/12	11/02/12	M-F 5-6a WakeL	lp w/Wa@M	5-6a	-	TWTF	:30	4	\$450.001	0.00 NM	4	\$1,800.00
				M-F 5-6a Wakel	Jp w/Wagners									
N	1EWS													
	<u>Star</u>	t Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Ratin</u>	g.						
We	ek: 10/2	29/12	11/04/12	-TWTF	4	\$450.00	0.0	00						

KSNV

Page 2 of 7

Order / Rev:

104467

Advertiser:

Democratic Senatorial Campaign Comm

Alt Order#:

06832884

Product Desc:

DSCC IE

Flight Dates:

10/30/12 - 11/06/12

Estimate:

In Ch. Stock	l"nd	Image to the second of the sec	Dunale	Otant/Eal 7	F D	1 0	•	D . D:	D. T		
Ln Ch Start E 1 KSNV 10/30/	End 12 11/02/12	Inventory Code M-F 5-6a WakeUp		Start/End 7 5-6a		Len Sp		Rate Pri	Rtg Type 0.00 NM		Amount
NEWS	12 11/02/12	M-F 5-6a WakeUp	-	5-6a	-TWTF	:30	4	\$450.001	0.00 NM	4	\$1,800.00
<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> <u>S</u> -TWTF	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00						
E 2 KSNV 11/05/	12 11/06/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	•	5-6a	MT	:30	2	\$450.001	0.00 NM	2	\$900.00
<u>Start Date</u> Week: 11/05/12	<u>End Date</u> 11/11/12	Weekdays S	Spots/Week 2	<u>Rate</u> \$450.00	<u>Rating</u> 0.00						
E 3 KSNV 11/05/	12 11/05/12	Wake Up Early w/ \ Wake Up Early Wa	_	430a-5a	M	:30	1	\$200.001	0.00 NM	1	\$200.00
<u>Start Date</u> Week: 11/05/12	<u>End Date</u> 11/11/12	M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 4 KSNV 10/30/	12 11/04/12	Wake Up Early w/ \ Wake Up Early Wa	_	430a-5a	-TWTS	:30	4	\$200.001	0.00 NM	4	\$800,00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	-TWTS	Spots/Week 4	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
E 5 KSNV 10/30/-	12 11/02/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	_	6-7a	~TWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	-TWTF	Spots/Week 4	<u>Rate</u> \$700.00	<u>Rating</u> 0.00						
E 6 KSNV 11/05/	12 11/06/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	-	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> M⊤	Spots/Week 2	<u>Rate</u> \$700.00	<u>Rating</u> 0.00						
E 7 KSNV 11/05/	12 11/06/12	Today Show Today Show	СМ	658a-9am	MT	:30	2	\$900.001	0.00 NM	2	\$1,800.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	MT	Spots/Week 2	<u>Rate</u> \$900.00	<u>Rating</u> 0.00						
E 8 KSNV 10/30/	12 11/02/12	Today Show Today Show	СМ	658a-9am	-TWTF~⊹	:30	4	\$900.001	0.00 NM	4	\$3,600.00
<u>Start Date</u> Week: 10/29/12	11/04/12	-TWTF	Spots/Week 4	<u>Rate</u> \$900.00	<u>Rating</u> 0.00						
E 9 KSNV 11/03/ NEWS	12 11/03/12	News 3 Sunrise - S News 3 Sunrise SA		6a-7a	S-	:30	1	\$375.001	0.00 NM	1	\$375.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	+-S-	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
E 10 KSNV 11/03/ SAT TODAY	12 11/03/12	Saturday Today Saturday Today	СМ	7a-9am	S-	:30	2	\$625,001	0.00 NM	2	\$1,250.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	S-	Spots/Week 2	<u>Rate</u> \$625,00	Rating 0.00						
E11 KSNV 11/04/ NEWS	12 11/04/12	News 3 Sunrise - S News 3 Sunrise St		6a-7a	∺∺∺ - #-S	:30	1	\$375.001	0.00 NM	1	\$375.00
Start Date Week: 10/29/12	End Date 11/04/12	S	Spots/Week 1	<u>Rate</u> \$375.00	<u>Rating</u> 0.00						
E 12 KSNV 11/04/ SUN TODAY	12 11/04/12	Sunday Today Sunday Today	СМ	7a-8am	S	:30	1	\$750.001	0.00 NM	1	\$750.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	S	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E13 KSNV 11/04/	12 11/04/12		CM	8a-9am	S	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00

KSNV

Page 3 of 7

Order / Rev:

104467

Advertiser:

Democratic Senatorial Campaign Comm

Alt Order#:

06832884

Product Desc:

Flight Dates:

10/30/12 - 11/06/12

Estimate:

DSCC IE 1407

Ln Ch	Start	End	Inventory Code Meet the Press	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
MTP			Meet the Press									
	<u>rt Date</u> /29/12	End Date 11/04/12	Weekdays S	Spots/Week	<u>Rate</u> \$3,000.00	Rating 0.00						
E 14 KSNV	11/04/1	2 11/04/12	News 3 Today W	knd CM	9a-930am	S	:30	1	\$500.001	0.00 NM	1	\$500,00
NEWS			News 3 Today									
Week: 10/		End Date 11/04/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E 15 KSNV	11/04/1	2 11/04/12	Chris Matthews 9 Chris Matthews S		9:30a-10a	S	:30	1	\$600.001	0.00 NM	1	\$600.00
СМ			Offits Matthews C	3.50am			•					
<u>Sta</u> Week: 10/	<u>irt Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
			M-F Today Show	II 3rd HGM	9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
TODAY	' II		M-F Today Show	Ш								
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/ E17 KSNV		11/11/12	MT M-F Today Show	II 3rd HOM	\$425.00 9-10a	0,00 -TWTF	:30	4	\$425.001	0.00 NM	4	¢1 700 00
		2 11/02/12	M-F Today Show		9-10a	I W I I	.50	4	ў 420.00 1	U.OO MIVI	4	\$1,700.00
TODAY	' II irt Date	End Date	Weekdays	Spots/Week	Pata	Dating						
Week: 10/	_	11/04/12	-TWTF	<u>Spois/vieek</u> 4	<u>Rate</u> \$425.00	Rating 0.00						
E 18 KSNV		2 11/02/12	M-F Today Show Today 4th Hour	111 4th 16M	10am-11am	-TWTF	:30	4	\$325,001	0.00 NM	4	\$1,300.00
TODAY	′ III irt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i		
Week: 10/		11/04/12	-TWTF	4		0.00						
E 19 KSNV TODAY		2 11/06/12	M-F Today Show Today 4th Hour	III 4th 13M	10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 11/		11/11/12	MT	2		0.00						
E 20 KSNV	11/05/1	2 11/06/12	Rachael Ray Rachael Ray	СМ	11am-12pm	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
RR												
<u>Sta</u> Week: 11/	art <u>Date</u> /05/12	End Date 11/11/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						
			Rachael Ray	CM	11am-12pm		:30	4	\$325.001	0.00 NM	4	\$1,300.00
RR			Rachael Ray									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		11/04/12	-TWTF Noon News	CM	\$325.00 12-1230pm	0.00 -TWTF	:30	4	\$425.001	0.00 NM	4	\$1,700.00
		12 11/02/12	Noon News	OW	12-1200pm	- 1 44 1 1	.50	4	φ420.00 I	O.OO MINI	-1	\$1,700.00
NEWS	art Date	End Data	Mookdaye	Snote Micole	Dato	Doting						
Week: 10	_	End Date 11/04/12	<u>Weekdays</u> -TWTF⊹-	Spots/Week 4		Rating 0.00						
E 23 KSNV	11/05/	12 11/06/12	Noon News	СМ	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
NEWS			Noon News									
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 11 E 24 KSNV		11/11/12 12 11/06/12	MT The Agenda 1230	2 0pm	\$425.00 1230-1p	0.00 MT	:30	2	\$325,001	0.00 NM	2	\$650,00
		<u>-</u>	The Agenda 123		r		-	_			_ 	7-2-,52
AGENI Sta	DA art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11	/05/12	11/11/12	MT	2	\$325.00	0.00						
E25 KSNV	10/30/	12 11/02/12		CM	1230-1p	-TWTF	:30	4	\$325.001	0.00 NM	4	\$1,300.00

KSNV

Page 4 of 7

Order / Rev:

104467

Advertiser:

Democratic Senatorial Campaign Comm

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06832884

Product Desc:

DSCC IE

Flight Dates:

10/30/12 - 11/06/12

Estimate:

Ln Ch	Start	End	Inventory Code The Agenda 1230		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
AOENE			The Agenda 1230)pm								
AGENE Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				ı		
Week: 10/		11/04/12	-TWTF	4	\$325.00	0.00						
E 26 KSNV	10/30/1	2 11/02/12	Days of our Lives	СМ	1258p-2pm	-TWTF	:30	4	\$425.001	0.00 NM	4	\$1,700.00
DAYS			Days of our Lives									
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-TWTF	4	\$425.00	0.00						
E 27 KSNV	11/05/1	2 11/05/12	Days of our Lives Days of our Lives	СМ	1258p-2pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
DAYS	or Barta	F 15 4	107 -1 -1	0 1 001		D. II						
<u>Sta</u> Week: 11/	<u>irt Date</u> /05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00						
E 28 KSNV			The Doctors	СМ	2pm-3pm	M	:30	1	\$325.001	0.00 NM	1	\$325.00
			The Doctors									·
DRS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11		11/11/12	M	1	\$325.00	0.00						
E 29 KSNV	10/30/1	2 11/02/12	The Doctors The Doctors	СМ	2pm-3pm	-TWTF	:30	4	\$325.001	0.00 NM	4	\$1,300.00
DRS												
<u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	Rate	Rating						
E30 KSNV				CM ⁴	\$325.00 3-4p	0.00 ~TWTF	:30	4	\$450.001	0.00 NM	4	\$1,800.00
	10/00/	_ (,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Dr Phil	0111	O IP	13311	.00	-1	ψ-100.001	0.00 14 4	7	φ1,000,00
PHIL												
<u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4		Rating 0.00						
E 31 KSNV				CM	3-4p	M	:30	1	\$450.001	0.00 NM	1	\$450.00
			Dr Phil		· ·				·			V 10000
PHIL	art Date	End Date	Mookdova	Spots/Week	Doto	Rating						
Week: 11		11/11/12	<u>Weekdays</u> M	<u> </u>	<u>Rate</u> \$450.00	0.00						
E32 KSNV	11/05/1	2 11/05/12	NEWS 3 at 4 (1 l	HOUR)CM	4-5pm	M	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS			4PM NEWS (1 ho	our)	(4:00 PM-4:3	60 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11		11/11/12	M	1	\$725.00	0.00						
E33 KSNV	10/30/1	2 11/02/12	NEWS 3 at 4 (1 l		4-5pm	-TWTF	:30	4	\$725.001	0.00 NM	4	\$2,900.00
NEWS			4PM NEWS (1 ho	our)	(4:00 PM-4:3	80 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-TWTF	4		0.00						
E34 KSNV	10/30/1	12 11/02/12	NEWS 3 at 4 (1 l		4-5pm	-TWTF	:30	4	\$725.001	0.00 NM	4	\$2,900.00
NEWS			4PM NEWS (1 ho	oui)	(4:30 PM-5:0	JO PIVI)						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-TWTF	4	T :	0.00			.			
E 35 KSNV	11/05/	12 11/05/12	NEWS 3 at 4 (1 I 4PM NEWS (1 he		4-5pm (4:30 PM-5:0	M IN PMI)	:30	1	\$725.001	0.00 NM	1	\$725 .0
NEWS			141 - 122 4 1 111		(1.00.111.00.1							
-	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 11 E 36 KSNV		11/11/12 12 11/05/12	M M-F Early News	CM	\$725.00 5-630p	0.00 M	:30	2	\$1,200.001	0.00 NM	2	\$2,400.0
			M-F Early News		,				,		_	. ,
NEWS		End Data	Mockdows	Cnoto AA/a-l-	Data	Datina						
- Tr	art Date	End Date	Weekdays	Spots/Week		<u>Rating</u>						
Week: 11	/05/12	11/11/12	M	2	\$1,200.00	0.00				1		

Print Date: 11/01/12 15:20:07 Page 5 of 7

KSNV

Order / Rev: Alt Order #:

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Advertiser:

Democratic Senatorial Campaign Comm

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DSCC IE

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10/30/12 - 11/06/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type Spots	Amount
			M-F Early News							
NEWS	4 D - 1 -	En I Dete	NA de la lavor	01-84/1-	m i	Pa. II			ĭ	
Sta Week: 10/	rt Date	End Date 11/04/12	<u>Weekdays</u> -TwTF	Spots/Week	Rate	Rating				
E 38 KSNV			Sa-Su Early News		\$1,200.00 5pm-630pm	0.00 S-	:30	2 \$675.001	0.00 NM 2	#4 250 OO
L JO KONV	11/00/1	2 11/03/12	Sa-Su Early New		эртп-өзөргп	3-	.50	2 \$675.001	0.00 NM 2	\$1,350.00
NEWS			ou ou zun, non							
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
Week: 10	29/12	11/04/12	S-	2	\$675,00	0.00				
E39 KSNV	11/05/1	2 11/05/12	M-F Jeop/Wheel	CM	630-730pm	M	:30	1 \$1,300.001	0.00 NM 1	\$1,300.00
			M-F Jeopardy/WI	neel of Fortune	9					
JEP/WI		F- 15-1-	Marala lavos	01-8411	P3 - 1	D 1				
Sta Week: 11	nt Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,300.00	<u>Rating</u> 0.00				
			M-F Jeop/Wheel	CM	630-730pm	-TWTF	:30	4 \$4 200 004	0.00 NM 4	# E 000 00
E 40 KONV	10/30/1	2 11/02/12	M-F Jeopardy/Wi		•	→ W F = →	;30	4 \$1,300.001	0.00 NM 4	\$5,200.00
JEP/WI	HEEL		Will deopardy/vii	icer or i ortain	-					
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				
Week: 10	29/12	11/04/12	-TWTF	4	\$1,300.00	0.00				
E41 KSNV	10/30/1	2 11/02/12	FacetoFace/Ralst	on Rep@M	730-758pm	-TWTF	:30	4 \$900.001	0.00 NM 4	\$3,600.00
			Face to Face w/	J.Ralston	•			•		,
FACE										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
Week: 10		11/04/12	-TWTF	4	\$900.00	0.00				
E42 KSNV	11/05/1	2 11/05/12	FacetoFace/Rals	-	730-758pm	M	:30	1 \$900.001	0.00 NM 1	\$900.00
FACE			Face to Face w/	J.Raiston						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			1	
Week: 11		11/11/12	M	1	\$900.00	0.00				
			Mon PR 8-10p	CM	8-10pm	M	:30	1 \$4,000.001	0.00 NM 1	\$4,000.00
			Monday Prime 8-					. • • • • • • • • • • • • • • • • • • •	,	Ψ1,000,00
THE V	DICE			·						
_	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				
Week: 11		11/11/12	M	1		0.00				
E44 KSNV	11/05/1	2 11/05/12		CM	10-11pm	M	:30	1 \$3,200.001	0.00 NM 1	\$3,200.00
DEVO	.UTION		Monday Prime 10)-11pm						
	art Date	End Date	Mookdovo	Spots/Week	Poto	Doting				
Week: 11		11/ 11/ 12	<u>Weekdays</u> M		<u>Rate</u> \$3,200.00	<u>Rating</u> 0.00			l	
			Fri PR 9-10p	CM	9-10pm	F	:30	1 \$2,600.001	0.00 NM 1	\$2,600.00
L 40 KOKK	TITOLIT	2 11/02/12	Friday Prime 9-1		о тории	•	.00	ι ψ2,000.001	0.00 (4)41	Ψ2,000.00
GRIMM	1			- 1						
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				
Week: 10	/29/12	11/04/12	F	1	\$2,600.00	0.00				
E46 KSNV	11/03/1	2 11/03/12	Sat PR 10-11p	СМ	10-11pm	S-	:30	1 \$2,000.001	0.00 NM 2	\$5,200.00
			Saturday Prime	I 0-1 1pm						
L&O S'			104 1.1	0 1 7 7 7 1	m a	- ·				
	art Date	End Date	<u>Weekdays</u> S-	Spots/Week		Rating				
Week: 10 Spot Ch	129/12 <u>1 Date Ra</u>	11/04/12 nge F	Description		\$2,000.00 t/End Time	0.00	Veekdays	Length Rate	Rtg Type	
			Sat PR 10-11p	· ·	1pm	_	<u></u> Sa			
	e MG 46		۵., ۱۰ ۱۰ ۱۰		.			100(42,000,00	, 5.00 ,	
			DOES NOT AIR]	ORDERED PI	ROGRAM DO	ES NOT AIR				
2 KSNV	/ 10/29/1:	2-11/04/12 S	at PR 9-11p	9-11	р	-	sa	- :30 \$2,000.00	0.00 NM	
⊕ M	G for 61.1	,4 6.1								
3 KSNV	/ 10/29/1:	2-11/04/12 F	ri 1 0 -11p	10-1	1pm	-	F	- :30 \$3,200,00	МИ 00.0 С	
	3 for 61 4	,46.1								
(f) M	3 101 01.1	•								
(∰) M•			NFL Football	CM	1P-9PM	s	:30	1\$10.000 001	0.00 NM	\$10,000 0
⊕ M•			NFL Football NFL Football	CM	1P-9PM	s	:30	1 \$10,000.001	0. 00 NM 1	\$10,000.0

KSNV

Page 6 of 7

Order / Rev:

104467

Advertiser:

Democratic Senatorial Campaign Comm

Alt Order#:

06832884

Product Desc:

DSCC IE

Flight Dates:

10/30/12 - 11/06/12

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Rtg Type Sp	ots	Amount
E 47 KSNV 11/04/12 11/04/1	2 NFL Football CM NFL Football	1P-9PMS	:30 1 \$10,000.001	0.00 NM	1	\$10,000.00
SNF	NEL FOOLDAII					
<u>Start Date</u> <u>End Dat</u> Week: 10/29/12 11/04/12		<u>Rate</u> <u>Rating</u> 1\$10,000.00 0.00				
E 48 KSNV 11/04/12 11/04/		7-10pmS	:30 1 \$1,800.001	0.00 NM	1	\$1,800.00
NEWS AFT NFL	News 3 in Prime					
Start Date End Dat						
Week: 10/29/12 11/04/12 E 49 KSNV 11/05/12 11/05/		1 \$1,800.00 0.00 11pm-1135pm M	:30 1 \$1.200.001	0.00 NM	4	#4 200 00
	M-F News 3 at Eleven	прин-поории м	:30 1 \$1,200.001	U.UU INIVI	1	\$1,200.00
NEWS Start Date End Dat	e Weekdays Spots/Week	Rate Rating				
Week: 11/05/12 11/11/12		1 \$1,200.00 0.00				
E 50 KSNV 10/30/12 11/02/		11pm-1135pm -TWTF	:30 4 \$1,200.001	0.00 NM	4	\$4,800.00
NEWS	M-F News 3 at Eleven					
Start Date End Dat						
Week: 10/29/12 11/04/12 E 51 KSNV 11/03/12 11/03/	2 Sa-Su News 3 at ElevenCM	4 \$1,200.00 0.00 11pm-1135pmS-	:30 1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWAYO	Sa-Su News 3 at Eleven	. ,	, , , , , , , , , , , , , , , , , , ,		·	Ψ1,100,00
NEWS Start Date End Dat	e Weekdays Spots/Weel	<u>≺ Rate</u> Rating				
Week: 10/29/12 11/04/1:	2S-	1 \$1 ,100.00 0.00				
E 52 KSNV 11/04/12 11/04/	I2 Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	11 pm-1135pmS	:30 1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS	Od-Ou News 5 at Lieven					
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/13		<u>K Rate Rating</u> 1 \$1,100.00 0.00				
E 53 KSNV 10/30/12 11/02/		1135p-1237a -TWTF	:30 4 \$500.001	0.00 NM	4	\$2,000.00
TON SHOW	Tonight Show					
Start Date End Date	<u>e Weekdays Spots/Weel</u>	k <u>Rate</u> <u>Rating</u>				
Week: 10/29/12 11/04/13		4 \$500.00 0.00	4500004	0.00 N/N		450000
E 54 KSNV 11/05/12 11/05/	12 The Tonight Show CM Tonight Show	1135р-1237а м	:30 1 \$500,001	0.00 NM	1	\$500.00
TON SHOW		Deter Deller				
<u>Start Date</u> <u>End Dat</u> Week: 11/05/12 11/11/1:		<u>k Rate Rating</u> 1 \$500.00 0.00				
E 55 KSNV 11/05/12 11/05/		1237a-136am м	:30 1 \$250.001	0.00 NM	1	\$250.00
FALLON	Late Night w/Fallon					
Start Date End Da						
Week: 11/05/12 11/11/1 E 56 KSNV 10/30/12 11/02/		1 \$250.00 0.00 1237a-136am -TWTF	:30 4 \$250,001	0.00 NM	4	\$1,000.00
	Late Night w/Failon	12074-100am 1w11	.50 4 \$250,001	0.00 14141	4	φ1,000.00
FALLON Start Date <u>End Da</u>	te Weekdays Spots/Wee	k <u>Rate</u> Rating				
Week: 10/29/12 11/04/1		4 \$250.00 0.00				
E57 KSNV 10/30/12 11/02/	12 Last Call w/Carson Daly CM	136-205am -TWTF	:30 3 \$175.001	0.00 NM	3	\$525.00
CARSON	Last Call w/Carson Daly			i		
Start Date End Da				1		
Week; 10/29/12 11/04/1 E 58 KSNV 11/05/12 11/05/	2 -TWTF 12 Last Call w/Carson DalyCM	3 \$175.00 0.00 136-205am M	:30 1 \$175.001	0.00 NM	1	\$175.00
	Last Call w/Carson Daly				•	¥
CARSON Start Date <u>End Da</u>	te Weekdays Spots/Wee	<u>k Rate Rating</u>				
Week: 11/05/12 11/11/1	2 M	1 \$175.00 0.00				
E59 KSNV 11/03/12 11/03/	12 CM	1130pm-1:02amS-	- :30 1 \$1,400.001	0.00 NM	1	\$1,400.00

Print Date: 11/01/12 15:20:08 Page 7 of 7

KSNV

Order / Rev: 104467

Advertiser:

Democratic Senatorial Campaign Comm

Alt Order #:

06832884

Product Desc:

DSCC IE

Flight Dates:

10/30/12 - 11/06/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type	Spots	Amount
Saturday Night Live		
Saturday Night Live		
SNL		
<u>Start Date </u>		
Week: 10/29/12 11/04/12S- 1 \$1,400.00 0.00	_	
E 60 KSNV 11/04/12 11/04/12 Sports Night in Las Vega3M Sun 1135p-1200aS :30 1 \$400.001 0.00 NN	1 1	\$400.00
Sports Night in Las Vegas		
SPORTS NIGHT		
<u>Start Date </u>		
Week: 10/29/12 11/04/12S 1 \$400.00 0.00		
E 61 KSNV 10/31/12 10/31/12 Wed PR 10-11p CM 10-11pmW :30 1 \$3,200.001 0.00 NN	0	\$0.00
Wednesday Prime 10-11pm		
CH FIRE	1	
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u>		
Week: 10/29/12 11/04/12W 1 \$3,200.00 0.00		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type	<u>:</u>	
1 KSNV 10/29/12-11/04/12 Wed PR 10-11p 10-11pmW :30(\$3,200.00) 0.00 N	Λ	
See MG 46.2,46.3		
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
Totals	138	\$109,950,00